



MBA / MASTERS CONSULTING PROGRAM

OVERVIEW

Background

Connect to Success (C2S), sponsored by the U.S. Embassy, aims to strengthen the Portuguese economy by supporting the growth of women owned businesses (WOBs). C2S is also a means of promoting gender equality.

C2S's MBA / Masters Consulting Program provides WOBs with an opportunity to get specific business challenges addressed by select teams of MBA and Masters Students. This program also provides the students an opportunity to apply their newly acquired business and problem solving skills to real projects; thereby, gaining practical experience and insight.

We are pleased to announce that Católica Lisbon School of Business and Economics, Nova School of Business and Economics, ISCTE Business School, Faculty of Economics of Porto and University of Porto Business School are offering C2S's MBA Masters Consulting Program as an elective again in the Spring Semester of 2016.

Who Can Apply?

As with all C2S programs, WOBs must be at least 50% women-owned to participate. Before completing the application for the MBA / Masters Consulting Program, the WOB must register, through the WEConnect International (WeConnect) site:

<https://weconnectinternational.org/en/register/enetwork>

The C2S MBA / Masters Consulting Program is tailored for WOBs who are interested in working with a consulting team, comprised of business school students, to help their businesses become more efficient, expand and grow. WOBs with the following needs represent some of the ideal candidates for the consulting initiative:

- Elaborating on a Business Plan;
- Financial or Data Analysis;
- Financial Management (*accounting, budgeting, investments, etc.*);
- Real Estate Planning and Analysis;
- Market Research and Strategy;
- Developing, or Elaborating on, a Marketing Plan
- Information Systems and Technology Applications;
- Financing/Fund Development Strategy
- Internationalization; and
- Human Resources, Talent Development & Management related issues.

If your business was selected for the C2S Corporate Mentoring Program or for any previous edition of the MBA / Masters Consulting Program, it will not be eligible for the 2016 Spring Semester's MBA / Masters Consulting Program.

General Framework

For the students, the MBA / Masters Consulting Program is an intensive field based experience that lasts for one semester. Teams of two to five Masters or MBA students, based on a specific business problem identified by a WOB, prepare a formal scope of services to be provided followed by the timely implementation of an agreed upon work plan and deliverables. The specifics of the programing will vary by University.

Timeframe

The MBA / Masters Consulting Program will launch for the Spring semester of 2016. The Program will begin in late January or February but specifics of the timing will vary by University.

Best Practices

Students perform much of the work with frequent communication with the WOBs. The number of on-site or in person communications will depend on the project. To ensure that consulting teams and WOBs gain the maximum benefit from this program it is advised that:

- Prior to the start of the project consulting team members sign a Nondisclosure and Confidentiality Agreement;
- WOBs are respectful of the fact that the student consulting teams are being graded on these projects and therefore that the WOBs provide timely responses to all consulting team requests;
- Students recognize that their suggestions and solutions are being relied on by real, not theoretical, businesses;
- The scope of purpose and expected outcome of the final deliverables are realistic in light of the allotted time frame and are detailed and agreed upon in writing by the WOB and the consulting team;
- A project leader from the WOB, is named as the primary point of contact;
- Students are provided access to all requested data and staff; and
- WOBs secure support by their leadership teams to integrate consulting team suggestions and solutions.



MBA / MASTERS CONSULTING PROGRAM

APPLICATION PROCESS

Step One: Submit Application

WOBs interested in applying for the C2S Consulting program must complete the self-registration prior to applying to the Program through the WEConnect site (<https://weconnectinternational.org/en/register/enetwork>).

Once the registration at WeConnect is complete, submit the attached application, and any supporting documentation, to the C2S team at the following email: **CTSLisbon@state.gov**.

Applications will not be accepted later than 11:59 PM on January 15, 2016.

Step Two: Application Review and Selection

The Application and supporting documentation will be reviewed by the MBA / Masters Consulting Program's Executive Council, which will be composed of a representative from each of the participating universities, and from the Embassy. Projects will be selected by the Council and individual universities based on the strength of the WOBS' applications and supporting documentation, the student expertise and interests, as well as the total number of consulting teams available from each university for the semester.

Please note, the process will be competitive, and limited to the number of student groups available to provide consulting teams. WOBS are expected to be notified, in late January, through the C2S Facebook page

www.facebook.com/connecttosuccessportugal if they are a finalist.

Step Three: Announcement of WOBS Selected for the Spring Semester MBA / Masters Consulting Program

There is expected to be a reception at the Residence, in February, publicly announcing the selected WOBS.